

1 This listing of claims will replace all prior versions, and listings, of claims in
2 the application.

3 **Listing of Claims**

4
5 Claim 1 (Previously presented): A method, comprising:
6 retrieving printing device data from component memory on a replaceable
7 component used in a first printing device;
8 storing the printing device data in a marketing database;
9 associating the printing device data with the first printing device;
10 searching the marketing database for a second printing device that meets
11 certain search criteria associated with the printing device data; and
12 applying a pre-determined marketing solution for the second printing
13 device found to meet the search criteria.
14

15 Claim 2 (Previously presented): The method as recited in claim 1,
16 wherein the applying a pre-determined marketing solution further comprises
17 notifying a customer that uses the second printing device of a product that is
18 related to the customer's use of the second printing device.
19

20 Claim 3 (Previously presented): The method as recited in claim 1,
21 wherein the printing device data further comprises information regarding an
22 environment of the first printing device and the search criteria includes a printing
23 device environment criterion.
24
25

1 Claim 4 (Previously presented): The method as recited in claim 1,
2 wherein the printing device data further comprises information regarding first
3 printing device usage and the search criteria includes a first printing device usage
4 criterion.

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6 Claim 5 (Previously presented): The method as recited in claim 4,
7 wherein the search criteria further comprises a criterion that the first printing
8 device that is used with a specific component.

9
10 Claim 6 (Currently amended): The method as recited in claim 1,
11 wherein:

12 the marketing database further comprises quality control data that identifies
13 problems with certain products when used under certain conditions; and further
14 comprising:

15 searching the marketing database for the search criteria comprises a product
16 that is used under a condition identified by the quality control data.

17
18 Claim 7 (Currently amended): The method as recited in claim 1,
19 wherein the search criteria further comprises a particular type or model of a
20 printing device.

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22 Claim 8 (Currently amended): The method as recited in claim 1,
23 wherein the search criteria further comprises a component of a particular type or
24 model of a printing device.

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1 Claim 9 (Previously presented): The method as recited in claim 1,
2 wherein the first printing device is a laser printer and the replaceable component is
3 a toner cartridge.

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5 Claim 10 (Previously presented): The method as recited in claim 1,
6 wherein the first printing device is an inkjet printer and the replaceable component
7 is an ink cartridge.

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9 Claim 11 (Previously presented): The method as recited in claim 1,
10 wherein the marketing solution is stored in the marketing database and is
11 associated with the first printing device.

12
13 Claims 12-25 (Canceled)

14
15 Claim 26 (New): The method as recited in claim 1, wherein the
16 replaceable component is a replaceable component used during by printing by the
17 first printing device.